

Please add the following new claims:

14. (new) A data authentication system for validating an incoming request for selected information content received from a computer system in response to selection of a data interface provided to the computer system by an interface provider computer system, the interface provider computer system being associated with a unique interface provider identification code and including an indicia generation system that dynamically generates a unique identification code associated with the computer system, the data interface comprising predetermined advertising content, the interface provider identification code, and the identification code, said data authentication system comprising:

a content provider computer system that stores information content and the predetermined advertising content, said content provider computer system providing the predetermined advertising content to the interface provider computer system and authenticating the incoming request that includes the interface provider identification code and the user identification code, and

a first database system that receives the interface provider identification code from said content provider computer system if said content provider computer system determines that the incoming request comprises an invalid information request,

wherein said content provider computer system provides the selected information content associated with the predetermined advertising content to the computer system if said content provider computer system determines that the incoming request comprises a valid information request.

15. (new) The data authentication system of claim 14, wherein said content provider computer system communicates with the interface provider computer system and the user computer via a communication system.

16. (new) The data authentication system of claim 15, wherein said communication system comprises a communication link selected from the group consisting of a local area network, a wide area network, a public communication network, and the Internet.

17. (new) The data authentication system of claim 15, wherein said communication system includes at least one wireless communication link.

18. (new) The data authentication system of claim 14, wherein said provider computer system is associated with a merchant and said information content comprises information related to a business of the merchant.

19. (new) The data authentication system of claim 14, further comprising a second database system, said content provider computer system providing the interface provider identification code to said second database system if the incoming request comprises said valid information request.

20. (new) The data authentication system of claim 19, wherein said second database system tracks an amount of remuneration owed to the interface provider computer system.

21. (new) The data authentication system of claim 14, wherein the user identification code includes an encrypted user identification code.

22. (new) The data authentication system of claim 21, wherein the encrypted user identification code is encrypted in accordance with an encryption standard selected from the group consisting of a Data Encryption Standard (DES), an Enhanced Data Encryption Standard (EDES), and an One-Way Hash Function (MD5) standard.

23. (new) The data authentication system of claim 14, wherein the user identification code includes current user information selected from the group consisting of at least one of an internet protocol address, a time stamp, a date stamp, and a cookie.

24. (new) The data authentication system of claim 14, further comprising a third database system that includes known user data, and wherein said content provider computer system authenticates the incoming request by comparing the user identification code from the incoming request with said known user data.

25. (new) The data authentication system of claim 14, wherein the data interface includes information designed for generating user interest selected from the group consisting of at least one of an image, text, multimedia data, commercial-type programming, a video clip, and a banner advertisement.

26. (new) A data authentication system for validating an incoming request for selected information content received from a computer system in response to selection of a data interface provided to the computer system, the incoming request including a unique interface provider identification code and a unique user identification code, the selected information content being provided by a content provider computer system that stores information content and predetermined advertising content and that authenticates the incoming request from the user computer system, said data authentication system comprising:

an interface provider computer system that receives the predetermined advertising content from the content provider computer system and that provides the data interface to the user computer system, said interface provider computer system being associated with the interface provider identification code and including the indicia generation system that dynamically generates the user identification code associated with the user computer system, the data interface comprising the predetermined advertising content, the interface provider identification code, and the user identification code; and

a first database system that receives the interface provider identification code from the content provider computer system if the content provider computer system determines that the incoming request comprises an invalid information request,

wherein the content provider computer system provides the selected information content associated with the predetermined advertising content to the computer system if said content provider computer system determines that the incoming request comprises a valid information request.

27. (new) A method for validating an incoming request for selected information content received from a user computer system, comprising:

- providing a content provider computer system that provides information content and predetermined advertising content and an interface provider computer system associated with a unique interface provider identification code;
- at said interface provider computer system,
 - receiving said predetermined advertising content;
 - dynamically generating a unique user identification code associated with the user computer system; and
 - providing a data interface to the user computer system, said data interface comprising said predetermined advertising content, said user identification code, and an interface provider identification code; and
- at said content provider computer system,
 - receiving the incoming request being provided in response to selection of said data interface by the user computer system and including said interface provider identification code and said user identification code;
 - authenticating the incoming request from the user computer system;
 - providing the selected information content associated with said predetermined advertising content to the user computer system if the incoming request comprises a valid information request; and
 - providing said interface provider identification code to an invalid response database system if the incoming request comprises an invalid information request.

28. (New) The method of claim 27, wherein said providing a data interface comprises combining said user identification code and said interface provider identification code.

29. (New) The method of claim 27, wherein said dynamically generating said unique user identification code includes encrypting said unique user identification code, and wherein said authenticating the incoming request includes decrypting said unique user identification code.

30. (New) The method of claim 27, wherein said dynamically generating said unique user identification code comprises generating said unique user identification code that expires in accordance with a predetermined criteria.

31. (New) The method of claim 30, wherein said dynamically generating said unique user identification code comprises generating said unique user identification code that expires in accordance at a predetermined time.

32. (New) The method of claim 27, wherein said authenticating the incoming request includes comparing said user identification code from the incoming request with known user data.

33. (New) The method of claim 27, further comprising providing said interface provider identification code to a valid response database system if the incoming request comprises said valid information request.